

**WHAT IS CLAIMED IS:**

1. An article comprising:
  - (A) a water-insoluble substrate comprising one or more layers, and,  
5 in contact therewith,
  - (B) a substantially anhydrous composition comprising at least 10% by weight of one or more oils relative to the total weight of the composition, at least one emulsifying surfactant, and at least one hydrophilic gelling agent.
- 10 2. The article according to Claim 1, wherein the composition comprises less than 5% by weight of water, relative to the total weight of the composition.
- 15 3. The article according to Claim 1, wherein the hydrophilic gelling agent comprises one or more hydrophilic polymers.
4. The article according to Claim 1, wherein the hydrophilic polymer exists in the form of a powder or in the form of a water-in-oil emulsion.
- 20 5. The article according to Claim 3, wherein the hydrophilic polymer is selected from the group consisting of crosslinked polymers of acrylic acid or methacrylic acid, polymers of 2-acrylamido-2-methylpropanesulphonic acid, crosslinked copolymers of acrylamide and 2-acrylamido-2-methylpropanesulphonic acid, and mixtures thereof.
- 25 6. The article according to Claim 1, wherein the hydrophilic gelling agent is present in an amount of 0.1 to 20% by weight relative to the total weight of the composition.
- 30 7. The article according to Claim 1, wherein the composition comprises 10 to 99% by weight oil relative to the total weight of the composition.

8. The article according to Claim 1, wherein the composition comprises 0.1 to 90% by weight surfactant relative to the total weight of the composition.

5 9. The article according to Claim 1, wherein the surfactant has an HLB of 5 to 15.

10 10. The article according to Claim 1, wherein the surfactant is a nonionic surfactant selected from the group consisting of fatty acid esters of polyols and their oxyalkylenated derivatives; fatty alcohol ethers of polyols and their oxyalkylenated derivatives, and mixtures thereof.

15 11. The article according to Claim 10, wherein the nonionic surfactant is selected from the group consisting of oxyethylenated sorbitan fatty acid esters, oxyethylenated glyceryl fatty acid esters, polyglyceryl fatty acid esters, polyethylene glycol fatty acid esters, polyoxyethylenated and/or polyoxypropylenated fatty alcohol ethers, and mixtures thereof.

20 12. The article according to Claim 1, wherein the composition comprises (i) from 1 to 10 % by weight of one or more hydrophilic gelling agents selected from the group consisting of crosslinked polymers of acrylic acid or methacrylic acid, polymers of 2-acrylamido-2-methylpropanesulphonic acid, crosslinked copolymers of acrylamide and 2-acrylamido-2-methylpropanesulphonic acid ; (ii) from 30 to 90 % by weight of one or more oils ;  
25 and (iii) from 5 to 40 % by weight of one or more emulsifying surfactants selected from the group consisting of fatty acid esters of polyols and their oxyalkylenated derivatives; fatty alcohol ethers of polyols and their oxyalkylenated derivatives.

30 13. The article according to Claim 1, wherein the composition further comprises at least one adjuvant selected from the group consisting of organic solvents, emollients, antioxidants, chelators, perfumes, screening agents,

colouring matter, hydrophilic or lipophilic active agents, lipophilic gelling agents, lipid vesicles, and mixtures thereof.

14. The article according to Claim 13, wherein the adjuvant is a  
5 lipophilic gelling agent.

15. The article according to Claim 1, wherein the composition has a viscosity of less than 150 mPa.s.

16. The article according to Claim 1, wherein the substrate is selected from the group consisting of woven materials, nonwoven materials, foams, sponges, cotton wool, and mixtures thereof.

17. The article according to Claim 1, wherein the substrate is a  
15 nonwoven material comprising fibers of natural origin or of synthetic origin.

18. The article according to Claim 1, wherein it comprises 10 to 1500% by weight of composition relative to the weight of the substrate.

19. The article according to Claim 1, in the form of a  
20 rectangular wipe, a glove, a mitten or a round compress.

20. The article according to Claim 1, wherein said article is an article for caring for and/or treating the skin.

21. The article according to Claim 1, wherein said article is an article for cleansing and/or removing makeup from the skin and/or the eyes.

22. A method for cleansing and/or removing makeup from the  
30 skin and/or the eyes comprising contacting said skin and/or eyes with an article according to claim 1 which has been contacted with water.

23. The method according to Claim 22, wherein said skin and eyes are sensitive skin and sensitive eyes.

24. A process comprising adding to or impregnating into a water-insoluble substrate comprising one or more layers a substantially anhydrous composition comprising at least 10% by weight of one or more oils, relative to the total weight of the composition, at least one emulsifying surfactant, and at least one hydrophilic gelling agent.

25. An article made by the process according to Claim 24.

26. A method for cleansing and/or removing makeup from the skin and/or the eyes comprising contacting said skin and/or eyes with an article according to claim 25 which has been contacted with water.

27. The method according to Claim 26, wherein said skin and eyes are sensitive skin and sensitive eyes.

28. A method comprising:  
moistening an article comprising:  
(A) a water-insoluble substrate comprising one or more layers, and, in contact therewith,  
(B) a substantially anhydrous composition comprising at least 10% by weight of one or more oils relative to the total weight of the composition, at least one emulsifying surfactant, and at least one hydrophilic gelling agent with water; and  
causing water to penetrate and emulsify the composition.

29. The method as claimed in Claim 28, wherein said composition forms a creamy texture upon causing water to penetrate and emulsify the composition.

30. An article made by the process according to Claim 28.

31. A method for cleansing and/or removing makeup from the skin  
and/or the eyes comprising contacting said skin and/or eyes with the article  
5 according to claim 30.

32. The method according to Claim 31, wherein said skin and eyes  
are sensitive skin and sensitive eyes.

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